

II. CLAIM AMENDMENTS

1. (Currently Amended) An apparatus ~~A mobile electronic device~~ comprising:

a memory for associating a first location with a first plurality of operating characteristics and a modified menu structure;

~~detection means a detector~~ for automatically detecting when the ~~mobile device~~ apparatus is at the first location; and

~~adoption means for adopting~~ a controller configured to adopt the first plurality of operating characteristics and the modified menu structure when the ~~mobile device~~ apparatus is at the first location; and a controller, for controlling the operation of the ~~electronic device~~ apparatus at least partially in accordance with the adopted operating characteristics and the modified menu structure.

2. (Currently Amended) The apparatus of ~~A mobile electronic device as claimed in~~ claim 1, wherein the controller is ~~arranged~~ configured to automatically adopt the first plurality of operating characteristics and the modified menu structure when the ~~mobile device~~ apparatus is at the first location.

3. (Currently Amended) The apparatus of ~~A mobile electronic device as claimed in~~ claim 1, ~~further comprising means for un-adopting~~ wherein the controller is configured to un-adopt the first plurality of operating characteristics and the modified menu structure when the ~~mobile device~~ apparatus is no longer at the first location.

4. (Currently Amended) The apparatus of ~~A mobile electronic device as claimed in~~ claim 1, wherein the operating characteristics determine at least partially the form of output presentable by the ~~electronic device~~ apparatus.

5. (Currently Amended) The apparatus of ~~A mobile electronic device as claimed in~~ claim 4, wherein the operating characteristics define at least one of the colours, wall paper, background, or screen saver used.

6. (Currently Amended) The apparatus of ~~A mobile electronic device as claimed in~~ claim 4, further comprising an alert device, wherein the operating characteristics define at least one operating characteristic of the alert device.

7. (Currently Amended) The apparatus of claim 1 ~~A mobile electronic device as claimed in claim 4~~, wherein the operating characteristics ~~adapts the~~configure application data available for use by the ~~mobile electronic device~~apparatus.

8. (Currently Amended) The apparatus of ~~A mobile electronic device as claimed in~~ claim 7, wherein the operating characteristics include a software application.

9. (Currently Amended) The apparatus of ~~A mobile electronic device as claimed in~~ claim 7, wherein the operating characteristics include additional data for a software application.

10. (Currently Amended) The apparatus of ~~A mobile electronic device as claimed in~~ claim 1, wherein the memory is additionally ~~arranged~~configured for associating a second location, exclusive of the first location, to a second plurality of operating characteristics, different from the first plurality of operating characteristics, and the ~~adoption means is additionally arranged for adopting~~controller is configured to adopt the second plurality of operating characteristics when the ~~mobile device~~apparatus is at the second location.

11. (Currently Amended) The apparatus of ~~A mobile electronics device as claimed in~~ claim 1, further comprising a user interface having a display and a user input device, wherein the first plurality of operating characteristics, are themed, and define how an ~~electronic device~~apparatus responds to user input.

12. (Currently Amended) The apparatus of ~~A mobile electronic device as claimed in~~ claim 11, wherein the display is for displaying a ~~menu~~the modified menu structure including a plurality of user selectable options, and the user input device is for navigating the displayed modified menu structure to select an option and wherein the

first plurality of operating characteristics defines a first modified menu structure, such that when a first theme is adopted, the first modified menu structure is displayable.

13. (Currently Amended) A ~~method of customising a mobile electronic device, comprising the steps of:~~

associating a first location of an apparatus with a first plurality of operating characteristics and a modified menu structure~~for the mobile device with a first location;~~

automatically detecting when the apparatus is at the first location~~of the mobile electronic device;~~

adopting the first plurality of operating characteristics in the mobile electronic device and the modified menu structure in the apparatus ~~when it the apparatus is~~ located at the first location; and

controlling the operation of the ~~mobile electronic device apparatus~~ at least partially in accordance with the adopted operating characteristics and the modified menu structure.

14. (Cancelled)

15. (Currently Amended) A computer program product embodied on a computer readable medium comprising programming instructions for performing the method ~~as claimed in~~of claim 13.

16. (Cancelled)

17. (Currently Amended) An electronic device, having a plurality of user selectable options, comprising:

a user interface having a display and a user input device;

a memory for defining a first theme and a second theme, wherein the first theme defines a first user selectable menu structure and how ~~an~~the electronic device is controlled by the user input to select an option when the first theme is adopted by the electronic device and the second theme defines a second user selectable menu structure and how ~~an~~the electronic device is controlled by the user input to select an option when the second theme is adopted by the electronic device; and ~~selection means~~a controller for selecting said first theme or said second theme for adoption by the electronic device; and ~~a controller,~~ for controlling the operation of the electronic device at least partially in accordance with the adopted one of the themes.

18. (Currently Amended) An electronic device as claimed in claim 17, wherein the display is for displaying a menu including a plurality of user selectable options and an user input device is for navigating the displayed menu to select an option ~~and wherein the first theme defines a first user selectable menu and the second theme defines a second, different, user selectable menu~~ such that when the first theme is adopted, the first user selectable menu is displayable and when the second theme is adopted, the second user selectable menu is displayable.

19. (Currently Amended) An electronic device as claimed in claim 17, wherein the first theme defines a first plurality of operating characteristics ~~including a first user selectable menu structure~~ and the second theme defines a second plurality of operating characteristics ~~including a second, different, user selectable menu structure~~.

20. (Original) An electronic device as claimed in claim 19, wherein the operating characteristics determine at least partially the form of output presentable by the electronic device.

21. (Original) An electronic device as claimed in claim 20, further comprising an alert device, wherein the operating characteristics define at least one operating characteristic of the alert device.

22. (Original) An electronic device as claimed in claim 18, wherein the operating characteristics controls at least partially the applications provided by the device.

23. (Original) An electronic device as claimed in claim 22, wherein the operating characteristics include a software application.

24. (Original) An electronic device as claimed in claim 22, wherein the operating characteristics include additional data for a software application.

25. (Currently Amended) An electronic device as claimed in ~~claim 1~~claim 17 wherein the ~~selection means~~controller for selecting said first theme or said second theme for adoption by the electronic device ~~comprises: means for associating~~is configured to associate the first theme with a first location; ~~means for determining~~, determine the location of the electronic device; ~~and means for adopting~~, and adopt the first theme when the electronic device is located at the first location.

26. (Currently Amended) An electronic device as claimed in claim 25, ~~further comprising: means for associating~~wherein the controller is configured to associate the second theme with a first location; ~~and means for adopting~~and to adopt the second theme when the electronic device is located at the second location.

27. (Currently Amended) An electronic device as claimed in ~~claim 1~~claim 17, wherein the ~~selection means~~controller for selecting said first theme or said second theme for adoption by the electronic device is responsive to the user input device.

28. (Currently Amended) A method of customising the manner in which an electronic device, having a plurality of user selectable options, is controlled by a user to select an option, comprising the steps of:

providing a first theme defining a first modified menu structure and how an electronic device is controlled by a user to select an option when the first theme is adopted by the electronic device;

providing a second theme that defines a second modified menu structure and how an electronic device is controlled by the user to select an option when the second theme is adopted by the electronic device; and

selecting the first theme or the second theme for adoption by the electronic device.

29. (Cancelled)

30. (Currently Amended) A computer program embodied on a computer readable medium comprising programming instructions; for performing the method as claimed in claim 28.

31. (Cancelled)

32. (Currently Amended) A mobile electronic device, having a plurality of user selectable options, comprising:

a user interface having a display and a user input device;

a memory for associating a first theme and a modified menu structure with a first location, wherein the first theme defines how an electronic device is controlled by the user input to select an option when the first theme is adopted by the electronic device;

~~detection means~~ a detector for automatically detecting when the mobile device is at the first location;

~~selection means~~ a controller for selecting said first theme for adoption by the electronic device when the mobile device is at the first location; and ~~a controller,~~ for controlling the operation of the electronic device at least partially in accordance with ~~an~~ the adopted theme and the modified menu structure.

33. (Currently Amended) A method of customising the manner in which an electronic device, having a plurality of user selectable options, is controlled by a user to select an option, comprising ~~the steps of:~~

providing a first theme and a modified menu structure defining how an electronic device is controlled by a user to select an option when the first theme is adopted by the electronic device;

detecting when the mobile electronic device is at a first location; and

adopting the first theme and the modified menu structure when the mobile electronic device is located at the first location.

34. (New) The method of claim 13, further comprising automatically adopting the first plurality of operating characteristics and the modified menu structure when the apparatus is at the first location.

35. (New) The method of claim 13, further comprising un-adopting the first plurality of operating characteristics and the modified menu structure when the apparatus is no longer at the first location.

36. (New) The method of claim 13, wherein the operating characteristics determine at least partially the form of output presentable by the apparatus.

37. (New) The method of claim 13, wherein the operating characteristics define at least one of the colours, wall paper, background, or screen saver used.

38. (New) The method of claim 13, further comprising defining at least one operating characteristic of an alert device of the apparatus using the operating characteristics.

39. (New) The method of claim 13, further comprising configuring application data available for use by the apparatus using the operating characteristics.

40. (New) The method of claim 13, further comprising associating a second location, exclusive of the first location, to a second plurality of operating characteristics, different

from the first plurality of operating characteristics, and adopting the second plurality of operating characteristics when the apparatus is at the second location.

41. (New) The method of claim 13, further comprising:

displaying the modified menu structure including a plurality of user selectable options, and

navigating the displayed modified menu structure to select an option.